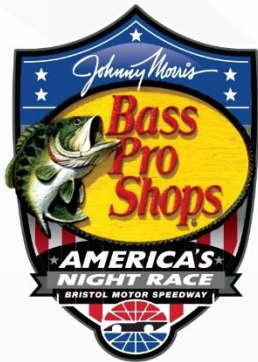


PLAYOFFS

FAN ZONE & ENGAGEMENT GUIDE





2024 Bass Pro Shops Night Race Fan Zone Set-up Information

- **General event information:**

September 19-21, 2024

Bristol Motor Speedway

151 Speedway Blvd.

Bristol, TN 37620

Contact: Anthony Golden (423) 963-4893

Email: anthony@bristolmotorspeedway.com

*the address above can be used for shipping materials to the track

- **Required documentation:**

Please fax or mail a copy of insurance prior to the event with your information page below. Please include Bristol Motor Speedway, LLC and Speedway Motorsports, LLC on the certificate.

Minimum of \$5 million coverage is required. Copy of Insurance must be received by September 1, 2024. Failure to provide may result in delay of set-up. An example of this certificate is included in this packet.

- **Opening times (hours of operation are based upon your own discretion but also coincide with Souvenir Merchandise trailers opening times):**

Thursday, September 19 12:00 p.m.

Friday, September 20 12:00 p.m.

Saturday, September 21 12:00 p.m.

- **Set-up:**

➤ Sunday, September 15: Noon – 5:00 pm

Monday, September 16: 7:00 am – 5:00 pm

Tuesday, September 17: 7:00 am – 5:00 pm

Wednesday, September 18: 7:00 am – 5:00 pm

- **Breakdown:**

➤ Saturday, September 21: 8pm – End of Stage 2

Sunday, September 22: 7:00am – 5:00pm

Monday, September 23: 7:00am – 5:00pm

NO set-ups will be allowed on Event days (September 19-21, unless pre-approved by the VP of Sales or through Anthony Golden. (This includes radio remotes.) Breakdown time is Saturday, September 21 (after traffic has cleared). If you choose to leave after the NASCAR Cup Series race begins on Saturday, you must vacate the display lot by the end of stage 2 or you will be forced to wait until all traffic has cleared after the event.

- If you need to set-up outside of these working hours, please contact Anthony Golden so that he may make arrangements to have someone help you. Please do not set-up on your own time or you may be asked to breakdown and move.
- Upon arrival to the display area, please go directly to the fan midway area and check-in with Gary Bishop so you can be placed in the proper area. Gary will be in the fan midway area during all set-up hours listed above. His mobile number is 423-646-8314.
- **Site Survey:**
 - Ground surface is asphalt; Sites are located between at the main entrance of the Speedway and also between the Speedway and Dragway unless otherwise specified.
 - Any stakes that have left holes in the asphalt are your responsibility and need to be repaired immediately before your departure from the track otherwise; failure to repair the asphalt property will result in your company being billed for the damage and repair. You may want to consider alternatives such as water, sand or hollow block weights.
 - BMS must be notified of any third party that is bringing in tents, tables, chairs, or temporary staffing. This will assist us in helping find their clients.

Note the following rules & regulations:

- Company and/or its Representatives may not sell or distribute any product samples, merchandise, or other materials, including without limitation any company branded or racing-themed merchandise, on the Speedway property or in any Display Space. Company and representative acknowledge and agree that additional Rights Fees may apply for the distribution of complimentary gifts, product samples, or other premiums or times. In no circumstance shall t-shirts, hats, key chains, die-cast model cars, caps, koozies, sunglasses, apparel, jewelry, watches, rings, belt buckles, patches, shoes, boots, food, drink, cassette tapes or any other souvenir item (s) be permitted to be distributed by Company and/or Representative. All items to be distributed by Company and/or Representative pursuant to this Agreement must be submitted to Bristol Motor Speedway for approval prior to the Event weekend. The Speedway retains the right to prohibit certain types of gifts, at its sole discretion.
- No merchandise or display item will infringe on the trademark, tradename, service mark, service name, copyright, or other proprietary right of any other person. All merchandise must be licensed.
- Company and/or Representative will not be permitted to distribute items or materials, solicit information or customers, or otherwise engage in commercial, business or political activities outside the ten-foot (10') border surrounding Display Space.
- Company and/or representative only may occupy the space allotted by Bristol Motor Speedway, i.e. if you purchased a 20' x 30' area- then all materials (fencing, tents, displays), must be within this area. Anyone who violates this space will be subject to an additional charge and may be asked to move.
- Use of loudspeakers, bullhorns, or any other equipment or device to generate or emit music and/or loud noises from is limited; any such music and/or noises must be of a reasonable decibel level.
- Bristol Motor Speedway reserves the right to require any promotions or displays which, at the sole discretion of Bristol Motor Speedway, are deemed to be a nuisance, to be unduly annoying, to be interfering with the rights of other concessionaires or interfering with the race experience of the fans to cease.
- No kites, balloons, or other flying or lighter than air advertisements or promotional materials shall be flown, raised or otherwise launched from, out of or attached to any display without prior written approval from Bristol Motor Speedway.

- Bristol Motor Speedway does not permit the display or distribution of materials or the broadcast of messages related to political candidates, political parties or political issues. Persons engaged in political campaigning will be asked to leave BMS property.

General Information:

- If you wish to have a port-a-john within your area, this must be approved by Bristol Motor Speedway. BMS has contracted with A & S Sanitation, (276) 299-1492, this will be the only company allowed in the area to service port-a-johns.
- BMS is not responsible for security. Please notify Dede Hash, VP of Safety and Asset Management, (423) 989-6928 to arrange for security. Please note payment for said security may be due prior to or upon the completion of the event and is to be arranged with Dede Hash. If you have not scheduled security for your area already, please call her before September 1, 2024.
- BMS does not provide generators or electricity – please see list of important numbers included in this package for BMS preferred vendors.
- Please do not leave trash at the display site, however, do break down all boxes and they will be picked up by BMS staff during, at the end of the day and following the event.

Parking Information:

- All clients must enter through the Bristol Dragway entrance located on Highway 394. Two (2) parking permits will be issued upon your arrival. You **MUST** have these parking permits in order to enter the Bristol Motor Speedway property on Thursday, Friday, and Saturday. Each display vendor will receive (1) parking pass located in the Lot E parking area and (1) Service vehicle pass (not a parking pass). No vehicles except those that are part of the display are allowed to park in your area and must not impede pedestrian traffic flow through or around your display area.
- No tow vehicles may be left in your area that is not part of the display during the course of the weekend. Tractors are expected to depart from trailers-if this is **not** the case, please notify BMS. Otherwise, all tractors or extra trailers will park in the designated area located in the lower portion of Lot L.

Any exceptions or clarifications of these rules must come from the Vice President of Corporate Sales.

Thank you for cooperation, I look forward to seeing everyone and to a great weekend of racing at Bristol Motor Speedway.

Anthony Golden
Director of Corporate Events & Sales
Bristol Motor Speedway
151 Speedway Blvd.
Bristol, TN 37620
423-989-6956 - Office
anthony@bristolmotorspeedway.com

Fan Engagement Client Information:

Please fill out the following information. Please email to my attention by September 1, 2024 in order to secure space requirements per contract. **Please, also submit a layout of your area so that we can place you in/around an area that best suits your needs.**

Company: _____

Company Contact: _____ Phone: _____

Email: _____

Name of fan engagement area: _____

On-Site Contact: _____ Phone: _____

Email: _____

Address: _____

City: _____

State: _____ Zip: _____ Fax: _____

Size:

Please be as specific as possible and include the tractor w/trailer and/or any tents, etc. Also be sure to allow for any doors that need to be opened in order to unload and/or load during event.

Width: _____ Depth: _____ Height: _____

Arrival Date: _____ Estimated time of Arrival: _____

Additional Notes or Comments:

Please return this form by email to:

Anthony Golden
Bristol Motor Speedway
151 Speedway Blvd.
Bristol, TN 37620

423-989-6956 - Office
anthony@bristolmotorspeedway.com

**Copy of Insurance must be received by September 1, 2024.
Failure to provide may result in delay of set-up.**



2024 GIVEAWAY GUIDELINES

SMIP acknowledges the importance of Corporate Sponsorships, selling tickets and fan appreciation at our events. At times, Corporate Sponsors and Speedways have requests to give away promotional items to fans attending our events. In an effort to reduce potential lost revenue, SMIP requests that everyone follows the below guidelines for Sponsorship/Client Display activation.

All giveaway items must receive pre-approval from SMIP prior to the event weekend.

Please use this letter as a guide when you are purchasing and organizing your giveaway items for race weekends.

GIVEAWAY ITEMS CANNOT CONTAIN EVENT, TRACK, OR DRIVER MARKS.

Examples of Allowed Giveaway Items:

Bandanas	Gift Cards	Photos
Banners	Hand Fans	Plastic Cups
Beads	Hand Sanitizer	Pop Sockets
Bookmarks	Keychains	Posters
Calendars	Lanyards/Credential Holders	Power Banks
Cell Phone Wallets	Lighters	Stickers
Chapstick / Lip Balm	Note Pads	Stress Balls
Cinch Bags	Patches	Temporary Tattoos
Face Masks	Pencils	Water Bottles
Flash Drives	Pens	Wristbands
Flash Lights		

Restricted Give Away Items:

Can / Bottle Coolies	Seat Cushions
Clear Backpacks	Sunglasses
Ear Plugs	Sunscreen
Hats	Tee Shirts
Rain Ponchos	Towels – Cooling/Rally/Golf

If any of the above restricted items must be given away to secure client for event – the following will apply.

- Item does not contain event, track, or driver logos/marks. Only sponsor logo/marks.

- SMIP produces or sells the item to Client/Track or Track pays SMIP a buy-out price that will be automatically invoiced at conclusion of event.
 - **Can Coolies** –
 - limit to 500 \$5 each buy out price
 - Lead time 4 weeks from approved art.
 - **Clear Backpacks** –
 - limit to 500 \$15 each buyout price
 - **Ear Plugs** –
 - limit to 1000 \$1.00 each buy out price
 - **Hats** –
 - limit to 250 for giveaway \$15 each buy out price
 - Lead time 15 weeks from approved art. Lesser lead times via air.
 - **Rain Ponchos** –
 - limit to 500 \$5 each buy out price
 - **Seat Cushions** –
 - limit to 100 \$10 each buy out price
 - Lead time 12 weeks from approved art.
 - **Sunglasses** –
 - limit to 100 \$10 each buy out price
 - Lead time 4 weeks from approved art.
 - **Sunscreen** –
 - limit to 500 \$5 each buy out price
 - Lead time 4 weeks from approved art.
 - **Tee Shirts** –
 - limit to 1000 to give away \$10 each buy out price
 - Lead time 3 weeks from approved art
 - **Towels - Golf/Rally/Cooling** –
 - limit to 2500 \$5.00 each buy out price
 - Lead time 4 weeks from approved art.

SMIP requires the opportunity to quote on any give away items, whether it is an item SMIP sells or does not sell.

During the event, Track Sales department and SMIP shall monitor the Corporate Display Area to ensure all give away items were pre-approved as part of the agreement with the Track. SMIP requests a list of all items to be given away at track prior to the event.

Please see attached template form that should be used for approval.

Any display selling merchandise must obtain a third-party agreement with SMIP and be pre-approved.

Forms and approvals to be emailed to Stacy Strawn - sstrawn@SMIPProperties.com

Product requests from Track or client can be sent to Mikayla Frederick – mfrederick@smiproperties.com



2024 Display Giveaway Item Form
Due – One Week Prior to Event

Company: _____
Display Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Email: _____

On Site Contact Name: _____
Phone: _____ Email: _____

Please describe in detail the item(s) you are requesting to distribute including literature, food, non-food, etc. **Reminder – ALL ITEMS REQUIRE APPROVAL PRIOR TO EVENT**

By signing below, I acknowledge, agree, and accept that I am forbidden to sell or give away and merchandise item without written approvals from Speedway Motorsports

Refer to Giveaway Guidelines for specific details to Permitted or Restricted Items

Signed: _____ Date: _____
Must be signed to validate contract

Merchandise Giveaways are not considered approved until SMI Properties & Track Sales Department sign this form. You may receive a copy for your files upon request.

Approved

SMI Properties Representative

Date: _____

Track Sales Representative

Date: _____

IMPORTANT PHONE NUMBERS

EMERGENCY

Call 911

AIRPORTS

Tri Cities Regional Airport (TRI)	Blountville, TN	(423) 325-6000
McGhee Tyson Airport (TYS)	Knoxville, TN	(865) 342-3000
Asheville Regional Airport (AVL)	Asheville, NC	(828) 684-2226

FOOD & BEVERAGE

Levy Restaurants	Billy Bentley	(423) 833-4564
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FLORIST

Food City, Volunteer Parkway, Bristol, TN - Ashley Watts	423-968-2828
Food City, Bonham Road, Bristol, VA – Chloe Fuler	276-669-2009
Plant Palace, 123 N Main Ave, Erwin, TN	423-743-3301

GENERATORS, LIGHT TOWERS, FORKLIFTS

Sunbelt Rentals	Justin Carver	(865) 842-2570
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GOLF CART PERMITS (PRIOR APPROVAL MUST BE OBTAINED)

SMI Properties	Chelsie Cook	(704) 454-1619
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P.A. SYSTEMS

Spectrum Sound	Zeb Chamlee	(615) 975-7921
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PORT-O-LETS

A & S Sanitation	Stacey Bobo	(276) 299-1492
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SECURITY – **CALL AHEAD TO SCHEDULE SECURITY – DEADLINE Sept. 1st**

Bristol Motor Speedway	Dede Hash	(423) 963-9801
Sullivan County Sheriff's Dept.	Andy Seabolt	(423) 335-2142

STAFFING

Snelling Staffing Services	Tammy Ward	(423) 232-6266
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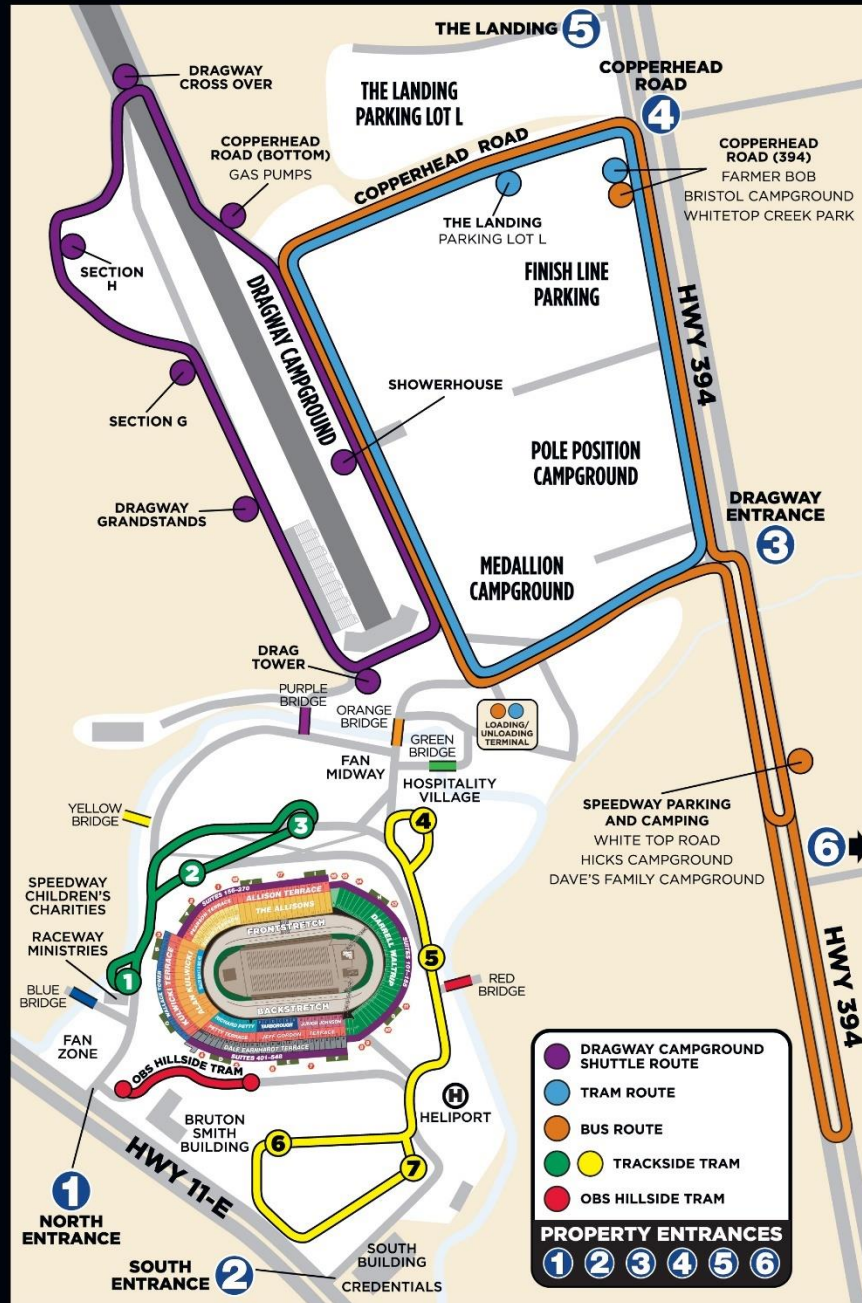
TENTS, TABLES, CHAIRS

Chair and Equipment Rentals	Mark Miller	(252) 442-6013
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- Ticket Booth
 - Elevators A - J
 - Gates 1 - 18
 - Accessible Seats
 - Restrooms
 - BALLAD Care Centers
 - Guest Services
- PROPERTY ENTRANCES**
- 1 2 3 4 5 6**

BMS TRANSPORTATION SYSTEM MAP



GREEN LINE

- 1** Gates 3 and 4
Kulwicki and Wallace Grandstands
Earhart Campgrounds
Fan Zone
Blue Bridge
North Entrance - Highway 11-E **1**
- 2** Gates 1, 2, 13, 15, 16, 17 and 18
Allison, Kulwicki and Pearson Grandstands
- 3** Merchandise Midway
Hospitality Village
Dragway Campgrounds
Orange Bridge
Yellow Bridge
Dragway Entrance - Hwy 394 **3**

RED LINE

OBS Hillside - Service Top to Bottom

YELLOW LINE

- 4** Gates 13, 15, 16, 17 and 18
Allison and Waltrip Grandstands
Merchandise Midway
Hospitality Village
Dragway Campgrounds
Orange Bridge
Dragway Entrance - Highway 394 **3**
- 5** Gate 13
Waltrip Grandstand
All-American and Red Barn Campgrounds
Red Bridge
- Gates 5, 6, 7, 8 and 9
Earnhardt, Gordon, Johnson,
Petty, Waltrip and Yarborough Grandstands
Bruton Smith Building-Speedway Offices
Main Ticket Office
Speedway World (Souvenir Store)
Fan Zone
- Gates 8, 9, 10 and 11
Waltrip Grandstands
South Building
Garage Entrance
NASCAR and BMS Credentials
South Entrance - Highway 11-E **2**